

CONTRACT

WHNS-TV
Meredith Corporation
Fed ID 42-0410230
21 Interstate Court
Greenville, SC 29615
(864)288-2100

www.foxcarolina.com

And:

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015
USA

<u>Contract / Revision</u> 731372 /		<u>Alt Order #</u> 08257651
<u>Product</u> PAM MCCRORY 2016 GOV		
<u>Contract Dates</u> 09/26/16 - 11/08/16	<u>Estimate #</u> 4507	
<u>Advertiser</u> Pat McCrory For Gov NC		<u>Original Date / Revision</u> 10/28/16 / 10/28/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WHNS	<u>Account Executive</u> Jim Quinn	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 50+		
<u>Agency Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
1	WHNS	10/02/16	11/06/16	NFL Pre-Game Show	12-430p		:30			IMP		NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	09/26/16	10/02/16	-----1				1	\$150.00					
	Week:	10/03/16	10/09/16	-----1				1	\$150.00					
	Week:	10/10/16	10/16/16	-----				0	\$0.00					
	Week:	10/17/16	10/23/16	-----				0	\$0.00					
	Week:	10/24/16	10/30/16	-----1				1	\$150.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>			<u>Type</u>		
	5	WHNS	10/24/16-10/30/16	NFL Pre-Game Show	12-430p	-----Su	:30		\$150.00			NM		
		See MG 1.7												
	7	WHNS	10/30/16-10/30/16	NFL Pre-Game Show	12-430p	-----Su	:30		\$150.00			NM		
	Ⓜ Credited													
	Week:	10/31/16	11/06/16	-----1				1	\$150.00					
2	WHNS	10/02/16	11/06/16	NFL Pre-Game Show	12-430p		:30			IMP		NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	09/26/16	10/02/16	-----				0	\$0.00					
	Week:	10/03/16	10/09/16	-----1				1	\$350.00					
	Week:	10/10/16	10/16/16	-----				0	\$0.00					
	Week:	10/17/16	10/23/16	-----				0	\$0.00					
	Week:	10/24/16	10/30/16	-----				0	\$0.00					
	Week:	10/31/16	11/06/16	-----1				1	\$350.00					
3	WHNS	10/02/16	10/16/16	Panthers Early Game	1-4p		:30			IMP		NM	1	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	09/26/16	10/02/16	-----				0	\$0.00					
	Week:	10/03/16	10/09/16	-----				0	\$0.00					
	Week:	10/10/16	10/16/16	-----1				1	\$3,750.00					
4	WHNS	10/30/16	11/06/16	Panthers Late	4-730p		:30			IMP		NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	10/24/16	10/30/16	-----1				1	\$4,500.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>			<u>Type</u>		
	1	WHNS	10/24/16-10/30/16	Panthers Early Game	1-430p	-----SaSu	:30		\$4,500.00			NM		
	Credited													
	Week:	10/31/16	11/06/16	-----1				1	\$4,500.00					

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<u>Contract Dates</u> 09/26/16 - 11/08/16	<u>Product</u> PAM MCCRORY 2016	<u>Estimate #</u> 4507
<u>Advertiser</u> Pat McCrory For Gov NC		<u>Original Date / Revision</u> 10/28/16 / 10/28/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>			<u>Type</u>		
	2	WHNS	10/31/16-11/06/16	Panthers Late	4-730p	-----Su	:30		\$4,500.00			NM		
Credited														
5	WHNS	10/02/16	10/02/16	NFL Pre-Game Show	12-430p		:30			IMP		NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
Week:		09/26/16	10/02/16	-----1	1			\$250.00						
6	WHNS	10/02/16	10/02/16	Panthers Early Game	1-4p		:30			IMP		NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
Week:		09/26/16	10/02/16	-----1	1			\$2,000.00						
7	WHNS	09/27/16	09/27/16	Scream Queens	Tue 9p-10p		:30			PMT		NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
Week:		09/26/16	10/02/16	-T-----	1			\$600.00						
8	WHNS	10/16/16	10/16/16	NFL Pre-Game Show	12-430p		:30			PMT		NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
Week:		10/10/16	10/16/16	-----S	1			\$250.00						
9	WHNS	10/16/16	10/16/16	NFL Pre-Game Show	12-430p		:30			PMT		NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
Week:		10/10/16	10/16/16	-----S	1			\$125.00						
10	WHNS	10/23/16	10/23/16	NFL Pre-Game Show	12-430p		:30			PMT		NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
Week:		10/17/16	10/23/16	-----S	2			\$125.00						
11	WHNS	10/23/16	10/23/16	NFL Pre-Game Show	12-430p		:30			PMT		NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
Week:		10/17/16	10/23/16	-----S	1			\$250.00						
12	WHNS	10/30/16	10/30/16	NFL Pre-Game Show	12-430p		:30			PMT		NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
Week:		10/24/16	10/30/16	-----S	1			\$750.00						
13	WHNS	10/30/16	10/30/16	Panthers Early Game	1-430p		:30			PMT		NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
Week:		10/24/16	10/30/16	-----S	1			\$4,000.00						
D 14	WHNS	11/06/16	11/06/16	Panthers Late	4-730p		:30			PMT		NM	0	\$0.00
15	WHNS	10/25/16	10/25/16	Pre or Post Game Bre	M-Su 4-11p		:30			PMT		NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
Week:		10/24/16	10/30/16	-T-----	1			\$250.00						
16	WHNS	10/30/16	10/30/16	Non Panthers late	358-730p		:30			PMT		NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
Week:		10/24/16	10/30/16	-----S	1			\$2,200.00						
D 17	WHNS	10/29/16	10/29/16	BB World Series	M-F, Sa-Su 8-11p		:30			PMT		NM	0	\$0.00
18	WHNS	10/27/16	10/27/16	M-F Late News	M-F 10-11p		:30			PMT		NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
Week:		10/24/16	10/30/16	---T---	1			\$250.00						
19	WHNS	10/27/16	10/28/16	M-F 6-7a Morning New	M-F 6-7a Morning		:30			PMT		NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
Week:		10/24/16	10/30/16	---TF--	1			\$50.00						
N 20	WHNS	10/30/16	10/30/16	Non Panthers late	358-730p		:30			PMT		NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
Week:		10/24/16	10/30/16	-----S	1			\$2,200.00						
N 21	WHNS	10/31/16	11/02/16	M-F 7-8a	M-F 7a-8a		:30			PMT		NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						

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Week:		10/31/16	11/06/16	MTW----				3	\$100.00					
Totals									0.00				24	\$18,625.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/30/16	19	\$17,825.00	(\$2,673.75)	\$15,151.25
10/31/16 - 11/06/16	5	\$800.00	(\$120.00)	\$680.00
Totals	24	\$18,625.00	(\$2,793.75)	\$15,831.25

Signature: _____ **Date:** _____

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